



NASA Policy Directive

NPD 1387.1F

Effective Date: November 15, 1999

Expiration Date: November 15, 2009

COMPLIANCE IS MANDATORY[Printable Format \(PDF\)](#)

Subject: NASA Exhibits Program (Revalidated 11/15/04)**Responsible Office: Office of Public Affairs**

1. Policy

It is NASA policy to educate and inform the public about the accomplishments and program goals sought and achieved in NASA's aeronautics and space programs through the direct and interactive medium of exhibits. The following policy elements will govern the way in which the NASA Exhibits Program is conducted.

- a. Inventory exhibit items will be displayed in NASA Visitor Centers and NASA reception areas, or placed on loan in major museums and planetaria.
- b. Exhibits will be displayed, to the maximum extent possible, at selected offsite venues comprising nontraditional as well as traditional audiences.
- c. Traveling exhibit loan requests will be carefully evaluated and negotiated to minimize or eliminate costs, avoid duplication of effort, and promote a unified representation of NASA, its programs, and activities.
- d. NASA participation in major domestic or international exhibitions will be approved by the Assistant Administrator for Public Affairs. The Assistant Administrator for External Relations, NASA Headquarters, must also concur for International exhibits. The Assistant Administrator for Legislative Affairs, NASA Headquarters, must also concur for Congressional requests.
- e. Funding for the design, construction, and procurement of exhibits, exhibit materials, and exhibit refurbishment will normally be borne by the proponent installation.
- f. A coordinated effort to obtain feedback to measure the performance of NASA exhibits will be used to improve the quality and cost effectiveness of the exhibits, processes, and services.
- g. Comply with the criteria in Chapter 5 of the NPR 1387.1, and with Federal nondiscrimination standards of conduct policies.

2. Applicability

This directive applies to NASA Headquarters and all NASA Centers, including Component Facilities.

3. Authority

42 U.S.C. 2473 (a) (3) and 2473 (c) (1), Sections 203 (a) (3) and 203 (c) (1) of the National Aeronautics and Space Act of 1958, as amended.

4. References

- a. NPR 1387.1, "NASA Exhibits Program."
- b. 14 CFR Part 1221, "NASA Seal, NASA Insignia, NASA Logotype, NASA Program Identifiers, NASA Flags, and the Agency's Unified Visual Communications System."
- c. NASA Graphics Standards Manual (NP-121), at: <http://www.hq.nasa.gov/office/pao/insignia/>
- d. NASA Accessibility Guidelines for Exhibits (June 1995).
- e. NPD 1385.2, Public Appearances of NASA Astronauts and Other NASA Personnel.

f. NPD 3713.2, Federal Equal Opportunity Programs of NASA.

5. Responsibility

- a. The Assistant Administrator for Public Affairs is responsible for issuing and managing this directive.
- b. The Director, Public Outreach Division, Office of Public Affairs, NASA Headquarters, is responsible for developing policy and standards, defining requirements and objectives, delegating lead Center assignments and assessing Center performance of the NASA Exhibits Program.
- c. The NASA Exhibits Manager, NASA Headquarters, will provide direction, coordination, and guidance for the entire NASA Exhibits Program including procurement and management of the exhibits inventory; appraise and provide guidance for the design and construction of exhibits and procurement methodology; monitor exhibit activities at all NASA Visitor Centers, and monitor plans for participation at off-site, nontraditional and traditional venues and overseas exhibitions.
- d. The Public Affairs Office at each NASA Center will designate an Exhibit Coordinator who will conduct and administer the NASA Exhibits Program within their respective geographic region as defined in NPR 1387.1, NASA Exhibits Program.

6. Delegation of Authority

None.

7. Measurements

- a. The Exhibit Coordinators will provide a monthly report of the exhibit activity at their Center to the NASA Exhibit Manager. The report, as defined in Attachment A of NPR 1387.1, will list the monthly total of events and visitors to NASA exhibits.
- b. The Exhibit Coordinators will obtain feedback and measure the performance of the NASA Exhibits Program and provide semiannual statistics to the NASA Exhibit Manager. The statistics should incorporate feedback from exhibit organizers, exhibit requesters, and visitors. See Attachment B of NPR 1387.1.
- c. The semiannual submission will include any steps taken to improve the exhibits, processes, and services based on the metrics.
- d. Periodic assessments will be conducted at NASA Headquarters to determine if additional data collection is required. If so, new requirements would be discussed and mutually agreed upon by both NASA Headquarters and relevant NASA Centers prior to implementation.

8. Cancellation

NPD 1387.1E, dated November 15, 2004.

Revalidated

November 15, 1999, Original signed by

/s/ Daniel S. Goldin
Administrator

Attachment A: (Text)

None.

(URL for Graphic)

None.

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